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Objective

Executive-level digital marketing position leading a unit focused on web technologies, new media solutions and social network / mobile platforms into a cutting-edge, redefined digital age.

EDUCATION

Ph.D. Educational Leadership and Organization Development – Post-secondary Education Administration, University of Louisville, *in progress*

M.S. Human Resource Education – Instructional Technology, University of Louisville, *May 2008*

B.S. Computer Science, Northern Kentucky University, *December 2002*

AWARDS

2011 - Most Interesting People 2011, *Cincy Magazine cincymagazine.com*

2011 - Excellence Award, Electronic Marketing Communication - Overall Website Design & Implementation, *Council for the Advancement and Support of Education Kentucky*

2010 - Excellence Award, Electronic Marketing Communication - Overall Website Design & Implementation, *Council for the Advancement and Support of Education Kentucky*

2006 - Outstanding Professional Staff Award, *NKU University Programs*

PROFESSIONAL MEMBERSHIP

Stamats Higher Education Digital Marketing Professionals

Council for the Advancement and Support of Education, Marketing - Kentucky

Professional and Organizational Development Network in Higher Education

TECHNICAL SKILLS

Photoshop, Dreamweaver, Flash, Fireworks, Illustrator, Final Cut Pro, iMovie, Serena Collage, Day CQ5, Morae Usability Testing, HTML, CSS, PHP, XML, MySQL, JavaScript

EXPERIENCE

09/10-Present **Founder – FightKOnnection.com, 8 Limbs Production, LLC**

Design, develop and market a niche social network for MMA fans, fighters, promoters, and schools / teams.

- Develop social network business strategy
- Provide fighters with opportunity to network with each other
- Built private area for schools to stay communicate internally
- Built public section for schools to market to prospective students
- Develop Find a School Map (for students)
- Develop Find a Fighter Map (for promoters)

08/10-Present **Social Media Consultant, Shane Helms (Professional Wrestler / Actor)**

Provide social and mobile media branding, strategies, development, and analytics.

- Highway 2 Helms iTunes Podcast (consistently in top 10 downloads Professional Sports video category)
- Shane Helms iPhone app (in development)

02/07-Present **Director of Web Communications – Marketing and Communications, Northern Kentucky University**

Lead, manage and develop the entire University's web presence. Work with the University and outside consultants to enhance the overall University web presence, digital media, and social networks. Develop guidelines and systems to integrate branding messages and graphic identity into the University web site and to coordinate the graphic identity and messages with other University communications. Translate the University's key strategic and marketing goals into Web Communications and programs. Research and recommend for purchase new web marketing technologies. Work with the President, Executive Team, Public Relations, Publications, Alumni, and University Development to identify, drive, and reach University goals through electronic and print marketing efforts.

- Supervise a team of web editors, writers, designers, new media, and social network specialists
- Supervise a cohort of graduate student web writers, senior-level student internships, and senior-level student practicum
- Manage web rebuild project; content management system replacement project; intranet strategy
- Utilize Google Analytics; conduct usability testing and reports
- Author all web related policies including the Web Content Policy and Web Style Guide
- Develop long and short-term digital marketing strategies
- Implement multimedia communication plan which includes:
 - Social Network
 - Facebook, Twitter, YouTube, Tumblr, SCVNGR, Layar, foursquare
 - Visual / Interactive
 - HD 360-degree virtual tour
 - iPhone app
 - Online stock photo gallery
 - Online university magazines

04/04-Present Adjunct Faculty, Northern Kentucky University

Taught undergraduate classes for Communication, Organizational Leadership, Technology and First Year Programs

- MIN 315: Social Media Communication
- MIN 695: Digital Design
- LDR 315: Personnel Management
- LDR 395: Teamwork in Organization
- IET 440: E-Learning Systems
- IET 442: Web Development
- UNV 101: Introduction to College

6/06-02/07 Information Technology – Information Systems

Sr. Programmer / Analyst, Northern Kentucky University

Provided new web development and programming services for the campus. Responsible for maintaining the top level NKU pages (including the home page and secondary pages off of the home page) and supporting and maintaining existing web application. Provided leadership and guidance to the web team.

- Technical lead on the NKU WEB Project, NKU Web Redesign
 - Responsible for communication between the project manager and the various campus groups and team members
 - Market the web campaign
- Supervised the Serena Collage Content Management System power-users training group
 - Reviewed training documents
 - Setup training course
- Developed/Maintained/Tested web applications in coordination with NKU's core values to support the strategic priorities
- Project Manager of Streaming Media, and iTunes U

4/03-6/06 Professional and Organizational Development Center

Web Educational Development Consultant, Northern Kentucky University

Provided University training and support for NKU faculty, staff, and administrators with various web development topics. Responsible for the department website and application, web branding, client database management, and supervision of student web assistants.

- Developed, implemented, and maintained department website, online event registration, client portal, and database
- Co-authored NKU Web Accessibility Policy and Guideline
- Provided consultations on web page development, web marketing, and new media

- Presented department workshops to help organize, plan, and implement web marketing, development, maintenance, design and/or redesign
- Coordinated, developed, and provided training classes on web marketing, design, development, accessibility, and usability
- Member of WEB Project Team, WEB Advisory Technical Team, Serena Collage Workgroup, Content Management System Advisory Team, ADA Web Accessibility Group, Web Redesign Taskforce, Streaming Media Advisory Team, and LSAC Blackboard Committee

4/98-4/03

Web Manager, Web Factum LLC, Burlington, KY

Managed a team of designers, developers, and marketers to develop and maintain web applications for small-, medium-, and large-sized organizations and businesses.

- Marketed, designed, developed, and implemented various web projects
- Integrated database driven web application systems
- Wrote and prepared specifications, requirements, and deliverable documents for web projects
- Wrote test plans and cases
- Provided client web marketing and maintenance training
- Developed electronic brand development
- Conducted web analytics and usability studies